

WHAT IS CLAIMED IS:

1 *para 17* 1. A method of facilitating a transaction, comprising:  
2 associating a transferable item price with a first consumer; and  
3 determining that a second consumer is entitled to purchase an item in exchange for  
4 payment of an amount based on the transferable item price.

2. The method of claim 1, further comprising:  
determining the transferable item price associated with the first consumer.

3. The method of claim 2, wherein the determination of the transferable item price is based on an offer received from the first consumer to purchase the item in exchange for payment of an offer price, the transferable item price being based on the offer price.

4. The method of claim 3, wherein the offer received from the first consumer comprises a binding offer and the offer price is defined by the first consumer.

1           5. The method of claim 4, wherein the first consumer defines the offer price via:  
2       (i) entering the offer price, or (ii) selecting the offer price from a list of suggested prices.

1           6. The method of claim 5, wherein said associating is only performed if the offer  
2   received from the first consumer is accepted.

1           7. The method of claim 2, wherein the determination of the transferable item price  
2 is based on the first consumer purchasing the item in exchange for payment of a purchase  
3 price, wherein the transferable item price is based on the purchase price.

1           8. The method of claim 2, wherein the determination of the transferable item price  
2    is based on an auction bid received from the first consumer.

1           9. The method of claim 2, wherein the determination of the transferable item price  
2    is based on a price at which a third party offers to sell a similar item.

10. The method of claim 2, wherein an item price varies over time and the determination of the transferable item price is based on a time that the first consumer: (i) provides an offer, or (iii) purchases the item.

11. The method of claim 1, wherein the item is sold to consumers at a retail price and the transferable item price is different than the retail price.

12. The method of claim 1, wherein said associating comprises: determining if the transferable item price may be associated with the first consumer.

13. The method of claim 12, wherein the determination if the transferable item price may be associated with the first consumer is based on information associated with the first consumer.

14. The method of claim 13, wherein the information associated with the first consumer comprises at least one of: (i) an address, (ii) demographic information, (iii) psychographic information, (iv) a prior transaction, and (v) a credit rating.

15. The method of claim 12, wherein the determination if the transferable item price may be associated with the first consumer is based on information associated with the second consumer.

16. The method of claim 12, wherein the determination if the transferable item price may be associated with the first consumer is based on information associated with the item.

17. The method of claim 16, wherein the information associated with the item comprises at least one of: (i) the item, (ii) a cost associated with the item, (iii) a retail price associated with the item, (iv) the transferable item price, and (v) a subsidy associated with the item.

1 18. The method of claim 12, wherein the determination if the transferable item  
2 price may be associated with the first consumer is based on payment of a transfer fee  
3 amount by the first consumer.

1 19. The method of claim 12, wherein the determination if the transferable item  
2 price may be associated with the first consumer is based on a task to be performed by the  
3 first consumer.

1 20. The method of claim 19, wherein the task comprises at least one of: (i)  
2 applying for a service, (ii) subscribing to a service, (iii) receiving information, and (iv)  
3 providing information.

1 21. The method of claim 1, wherein the determination that the second consumer is  
2 entitled to purchase the item in exchange for payment of the amount based on the  
3 transferable item price is based on information received from the first consumer.

1 22. The method of claim 21, wherein the information received from the first  
2 consumer is received via at least one of: (i) an e-mail message, (ii) a Web page, (iii) a  
3 portable consumer device, (iv) personal digital assistant, (v) a telephone, (vi) an interactive  
4 voice response unit, (vii) a point of sale terminal, (viii) an automatic teller machine, and  
5 (ix) a kiosk.

1 23. The method of claim 21, wherein said determining comprises:  
2 receiving a consumer identifier from the first consumer, the consumer identifier  
3 being associated with the second consumer.

1 24. The method of claim 23, wherein the received consumer identifier comprises  
2 at least one of: (i) an e-mail address, (ii) a name, (iii) a postal address, (iv) a telephone  
3 number, (v) a user name, and (vi) a payment identifier.

1 25. The method of claim 23, further comprising:  
2 receiving from the second consumer a second consumer identifier; and  
3 comparing (i) the consumer identifier received from the first consumer and (ii) the  
4 second consumer identifier.

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1 35. The method of claim 29, wherein the transferable item price code indicates at  
2 least one of: (i) the transferable item price, (ii) the first consumer, (iii) the second  
3 consumer, and (iv) a transaction time.

1 36. the method of claim 27, wherein said determining comprises:  
2 receiving a consumer identifier from the second consumer, the consumer identifier  
3 being associated with the first consumer.

1 37. The method of claim 36, wherein the received consumer identifier comprises  
2 at least one of: (i) an e-mail address, (ii) a name, (iii) a postal address, (iv) a telephone  
3 number, (v) a user name, and (vi) a payment identifier.

1 38. The method of claim 36, further comprising:  
2 retrieving the transferable item price based on the consumer identifier received  
3 from the second consumer.

1 39. The method of claim 1, wherein the determination that the second consumer is  
2 entitled to purchase the item in exchange for payment of the amount based on the  
3 transferable item price is based on a restriction associated with the transferable item price.

1 40. The method of claim 39, wherein the restriction is based on information  
2 associated with the second consumer.

1 41. The method of claim 40, wherein the information associated with the second  
2 consumer comprises at least one of: (i) an address, (ii) demographic information, (iii)  
3 psychographic information, (iv) a prior transaction and (v) a credit rating.

1 42. The method of claim 39, wherein the restriction is based on information  
2 associated with the first consumer.

1 43. The method of claim 39, wherein the restriction is based on at least one of: (i)  
2 a predetermined date, and (ii) a predetermined period of time.



58. A method of purchasing an item, comprising:  
exchanging an indication associated with a transferable item price; and

3 purchasing the item in exchange for payment of an amount based on the  
4 transferable item price.

1 59. A method of facilitating a transaction, comprising:  
2 associating a transferable transaction term with a first consumer; and  
3 determining that a second consumer is entitled to purchase an item in accordance  
4 with the transferable transaction term.

1 60. The method of claim 59, wherein the transferable transaction term comprises  
2 at least one of: (i) a financing term, (ii) a warranty term, (iii) a particular item, (iv) an item  
3 quantity, (v) a probability that an offer will be accepted, and (iv) a discount.

1 61. A method of facilitating a transaction, comprising:  
2 associating a transferable payment amount with a first consumer; and  
3 determining that a second consumer is entitled to receive the transferable payment  
4 amount in exchange for at least one of: (i) selling an item, (ii) receiving information, (iii)  
5 providing information, and (iv) performing a task.

1 62. A method of facilitating a transaction, comprising:  
2 associating a transferable item price established between a consumer and a first  
3 merchant; and  
4 determining that the consumer is entitled to purchase an item from a second  
5 merchant in exchange for payment of an amount based on the transferable item price.

1 63. A method of facilitating a transaction, comprising:  
2 associating a transferable item price between a first consumer and a first merchant;  
3 and  
4 determining that a second consumer is entitled to purchase an item from a second  
5 merchant in exchange for payment of an amount based on the transferable item price.

1 64. A method of facilitating a transaction, comprising:  
2 associating a transferable item price with a first consumer; and  
3 determining that the first consumer is entitled to transfer a benefit to a second  
4 consumer, wherein the benefit is based on the transferable item price.



65. An apparatus for facilitating a transaction, comprising:  
a processor; and  
a storage device in communication with said processor and storing instructions  
adapted to be executed by said processor to:  
associate a transferable item price with a first consumer; and  
determine that a second consumer is entitled to purchase an item in  
exchange for payment of an amount based on the transferable item price.

66. The apparatus of claim 65, wherein said storage device further stores at least  
one of: (i) transferable item price code database, and (ii) a second consumer database.

67. The apparatus of claim 65, further comprising:  
a communication device coupled to said processor and adapted to communicate  
with at least one of: (i) a consumer device, (ii) a merchant device, and (iii) a controller.

68. A medium storing instructions adapted to be executed by a processor to  
perform a method of facilitating a transaction, said method comprising:  
associating a transferable item price with a first consumer; and  
determining that a second consumer is entitled to purchase an item in exchange for  
payment of an amount based on the transferable item price.

69. A computer-readable medium that stores data accessible by a program  
executable on a data processing system, the data being organized according to a data  
structure that includes:  
an transferable item price code data object; and  
a transferable item price data object representing a transferable item price and  
being accessible from the transferable item price code data object,  
wherein the transferable item price code data object indicates that a second  
consumer is entitled to purchase an item in exchange for payment of an amount based on  
~~the transferable item price.~~

1           70. A computer-readable medium that stores data accessible by a program  
2 executable on a data processing system, the data being organized according to a data  
3 structure that includes  
4           an second consumer identifier data object; and  
5           a transferable item price data object representing a transferable item price and  
6 being accessible from the second consumer identifier data object,  
7           wherein the second consumer identifier data object indicates that a second  
8 consumer is entitled to purchase an item in exchange for payment of an amount based on  
9 the transferable item price.